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e& PPF Telecom Group senior management change

Yettel Bulgaria appoints Bogdan Uzelac as Chief Executive Officer

Yettel Bulgaria today announced the appointment of Bogdan Uzelac as Chief Executive Officer, effective May 1. He succeeds Jason King, who will take on the role of CEO of CETIN International, as previously announced.

Bogdan has served as Chief Commercial Officer of Yettel Bulgaria since August 2020, where he has led customer growth initiatives and supported the company's transformation efforts. He brings more than 20 years of experience in telecommunications across marketing, sales, digital services and technology, with leadership experience in Central and Eastern Europe, Scandinavia, Russia and the Commonwealth of Independent States (CIS).

"Over the past years, Bogdan has consistently demonstrated strong leadership, disciplined execution and a clear focus on delivering value to customers," said Balesh Sharma, e& PPF Telecom Group CEO. "I have worked closely with him and have seen firsthand his ability to drive growth while advancing our transformation agenda. I look forward to partnering with him as he leads Yettel Bulgaria into its next phase."

An economist by training, Bogdan previously held senior roles at Beeline Russia, Telenor Denmark and Yettel Serbia, focusing on customer base management, pricing and value creation.

As CEO, he will lead Yettel Bulgaria into its next phase of growth, with a focus on accelerating digitization and AI enablement, advancing transformation initiatives, expanding B2B and ICT capabilities, and strengthening customer value and experience across all segments.

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About e& PPF Telecom Group

e& PPF Telecom Group is a major telecom provider in Central and South-eastern Europe, driving digital transformation and improving connectivity through innovation and strategic investments. e& PPF Telecom Group focuses on high quality networks and superior customer experience and was formed in 2024, benefiting from the global scale of e&, the majority shareholder, and the know-how and experience that PPF has in the region.

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